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VERIFICATION OF A TRANSLATION

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That I am knowledgeable in the French language in which the below identified international application was filed, and that, to the best of my knowledge and belief, the English translation of the amended sheets of the international application No. PCT/FR2005/000734 is a true and complete translation of the amended sheets of the above identified international application as filed.

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Display stand for articles such as cosmetic products

The present invention relates to a display stand for articles such as cosmetic products.

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Known display stands generally comprise a planar display surface that may be inclined downward or be horizontal and on which the cosmetic products to be displayed to customers are arranged. However, such display stands or, more precisely, the planar display surface, cannot generally have dimensions that are too large, so as to avoid the footprint on the ground also being too large. This aspect of known display stands thus limits the number of articles that can be displayed on one and the same stand.

Furthermore, the planar display surface may also be surmounted by a mirror arranged generally vertically. However, with this known configuration, if a person wishes to ascertain the effect of the application of a color of a given cosmetic product on his or her skin, for example on his or her face, this person is necessarily obliged to take the cosmetic product from the display stand in order to bring it close to his or her face in order, by reflection in the mirror, to visualize the possible effect that the given color of the cosmetic product could have on that person's skin. This known configuration of display stands thus obliges customers constantly to handle the cosmetic products in order to bring them opposite the mirror to evaluate the possible effect that the color of said cosmetic product could have on the skin.

Document US-A-2 109 586 describes a vertical board that has a rear face and a front face formed at least partially by a plurality of first panels and a plurality of second panels that are inclined with respect to the first panels, the first and second

panels being produced as a single piece together with the board, each first panel being interposed between two second panels and each second panel being interposed between two first panels, thus defining a relief that is substantially in the form of a crest.

The display stand of document US-A-2 109 586 nevertheless has the drawback that it includes transparent ledges bearing the articles disposed between the first and second panels, which are both reflective: the customer thus sees both the upper face of the articles (it is this upper face that carries the cosmetic product whose color is to be viewed by the customer) and the lower face of the articles (of no interest to the customer). This results in an unclear display of the articles for the customer.

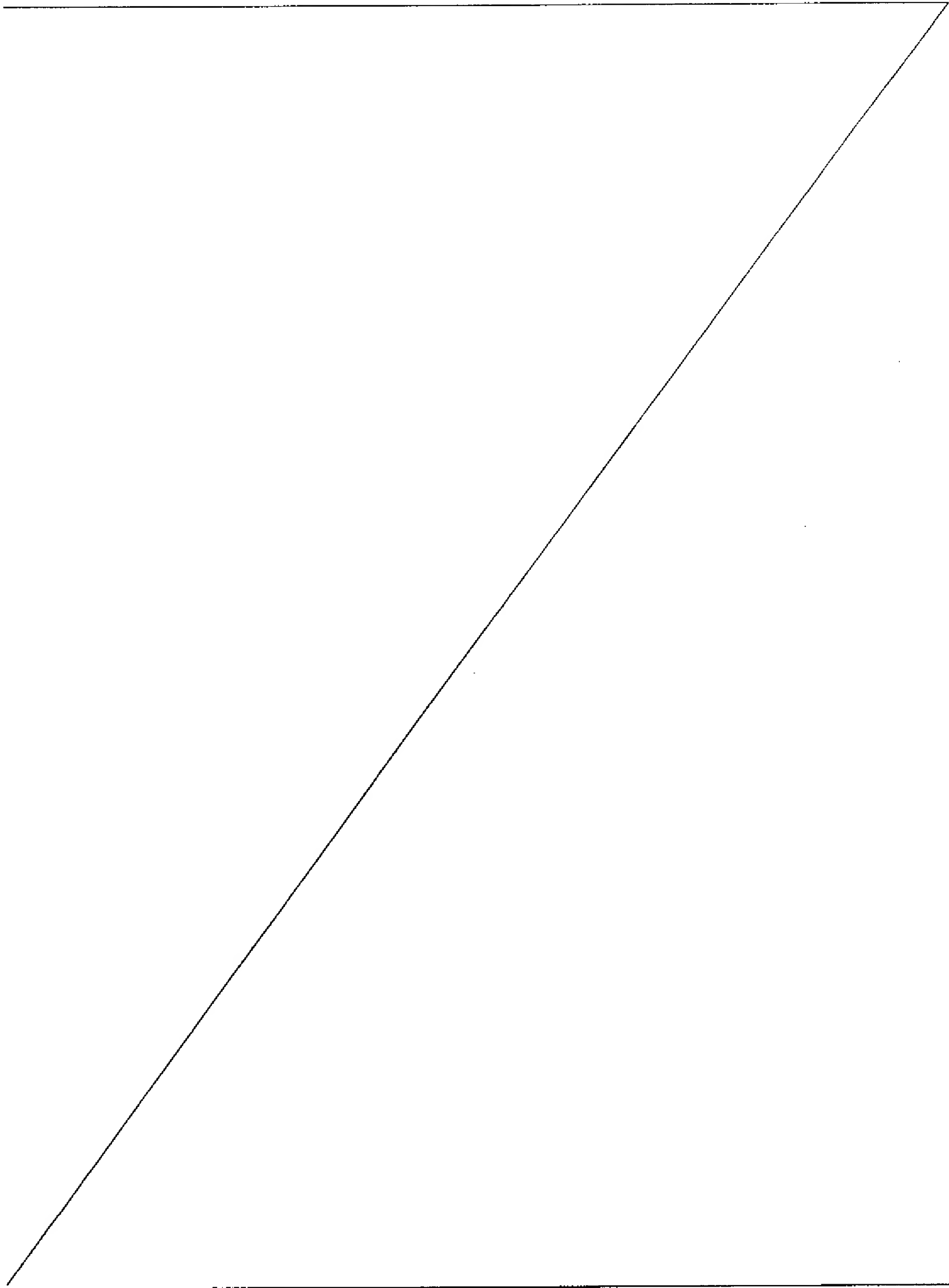
An object of the present invention is, in particular, to palliate this drawback.

To that end, according to the invention, a display stand of the type in question is characterized in that the first panels and at least one of the second panels arranged opposite one of the first panels has a reflective surface comprise reception and holding means for receiving and holding said articles, said reflective surface being designed so that a person facing the board can either directly observe said articles or can observe the image of said articles reflected in the first panel placed opposite indirectly on the abovementioned second panel.

In preferred embodiments of the invention, recourse may optionally be had, moreover, to one or other of the following arrangements:

- the second panels each have a reflective surface;
- the first and second panels extend over the entire width of the front face of the board;

- each reflective surface is formed by a flat mirror attached directly to the corresponding second panel;
 - each first panel comprises a plurality of recesses in which the articles are designed to be arranged;
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CLAIMS

1. A display stand for articles such as cosmetic products, comprising a vertical board (1) that has
5 a rear face (4) and a front face (5) formed at least partially by a plurality of first panels (7) and a plurality of second panels (8) that are inclined with respect to the first panels (7), the first and second panels (7, 8) being produced as a
10 single piece together with the board (1), each first panel (7) being interposed between two second panels (8) and each second panel (8) being interposed between the first panels (7), thereby defining a relief that is substantially in the
15 form of a crest, characterized in that the first panels (7) and at least one of the second panels (8) arranged opposite one of the first panels has a reflective surface (8a) comprise reception and holding means
20 for receiving and holding said articles (10), said reflective surface (8a) being designed so that a person facing the board (1) can either directly observe said articles or can observe the image of said articles reflected in the first panel (7)
25 placed opposite indirectly on the abovementioned second panel (8).
2. The display stand as claimed in claim 1, in which the second panels (8) each have a reflective
30 surface (8a).
3. The display stand as claimed in either claim 1 or 2, in which the first and second panels (7, 8) extend over the entire width of the front face (5)
35 of the board (1).
4. The display stand as claimed in any one of the preceding claims, in which each reflective surface

(8a) is formed by a flat mirror attached directly to the corresponding second panel (8).

- 5 5. The display stand as claimed in any one of the preceding claims, in which each first panel (7) comprises a plurality of recesses (71) in which the articles are designed to be arranged.
- 10 6. The display stand as claimed in claim 5, in which a transparent plate (9) is attached pivotably to each first panel (7) to enable the articles arranged in the plurality of recesses (71) to be covered.
- 15 7. The display stand as claimed in any one of the preceding claims, in which the first panel (7) also has a reflective surface.
- 20 8. The display stand as claimed in any one of the preceding claims, in which the board (1) extends substantially vertically, the first panels (7) being inclined downward and the second panels (8) being inclined upward.